

CHAPTER I INTRODUCTION

A. Background of the Study

Communication is very important in human life, both for people as individuals and as a group. One thing that cannot be separated from their communication process is language. Language is not simply a tool. It is a multi purposes tool for people to communicate with others i.e. a matter of course that the language people use is the same as that used by the people with whom they communicate. In communication, there must be a good communication; the language used can be understood; otherwise; the message cannot be perceived. The existence of language in human life has a big function, i.e. to express ideas and feeling in words that reflect social aspects.

In relation to the language as a means of communication in social context, language is very perceptive. Its efficiency drives people to create new language varieties. Employees as parts of human life have certain terms based on their field to make the communication run well and more effective. Thus, they need the same language as a tool in social communication, i.e. jargon. Allan and Burridge (2006: 56) state that jargon is a specific language in certain circumstances such as profession or other group. Furthermore, it is the language used in texts, in spoken or written form, dealing with a confined field in which speakers share a common specialized vocabulary, habits of word usage, and forms of expression.

Some examples of jargon are those used in some job-field such as military, pilot, hotel, medical field, nursery, etc. Hotel as one of the job-fields that use jargon

as communication tools has some divisions such as housekeeping, front office, food and beverage, engineering, and security. Each needs the same language as they everyday meet and work together. In some cases, they need some terms to express their intention. In Housekeeping Division, housekeepers use jargon like EA, ED, HU, OO, gratuity, and queen. Lexically, *queen* means a woman who rules a country because she has been born into a royal family, or a woman who is married to a king. In Housekeeping Division, *queen* refers to a type of bed in which one bed is big enough for two people. People who do not have background about jargon of housekeeping will find it difficult to grasp the message when they are involved in interaction with the member of this division.

A hotel becomes an institution which is highly exemplified by jargon. As a social institution, it plays an important role in supporting tourist and business sector. The language varieties used in Housekeeping Division is recognized to be obvious, brief, and assertive in accordance with the duty and Housekeeping Division atmosphere that requires punctual, friendly, and qualified service. In relation to the formation, the housekeeping jargon has been developed based on the needs of situation and condition. The communication held by the manager and the employees in this division also involves jargon. One thing that is important concerning the jargon used by the manager as the encoder and the employees as the decoders in Housekeeping Division is the uniqueness of the language. Most of the languages use English words that are in some cases different in meaning to those people learn and use in formal communication.

In relation to jargon as a language variation, it puts the prime emphasis on the meaning and function. In housekeeping field, jargon is often employed to represent complex information in a simpler one. For example the word “EA” standing for expected arrival in Housekeeping Division jargon means a room that is already ordered by a guest and he/ she will be coming soon. However, people are likely think a different meaning since lexically it is meant a coming that is really wanted.

Based on the phenomena explained previously, the use of jargon in Housekeeping Division might frequently create misperception and misconception. Therefore, the researcher is triggered to list and observe the jargons used in this division.

B. Identification of the Problem

Based on a preliminary observation on the use of jargon in Housekeeping Division at Cakra Kusuma Hotel, there are some problems emerge in the study of jargon.

The first problem is the forms of jargon used in the Housekeeping Division. In relation to the form, several forms are identified by Halligan (2004). Forms of jargon consist of acronym, abbreviation, word, and phrase. Acronym is initial letters that can be read as if a word. Abbreviation is initial letters that should be read separately. Word is the smallest of the linguistic units which can occur on its own in a speech or writing. The last, phrase is a group of words which form a grammatical unit. It does not contain a finite verb and does not have a subject-predicate structure.

The second problem is the function of the jargon. Actually jargon is used for making the communication easy without keeping the message inside a certain range. Allan and Burridge (2006: 58) state that there are three functions of jargon, i.e. providing a technical or specialist language for particular and efficient communication and encouraging in-group solidarity and excluding as out-groupers those people who do not use the jargon.

The third problem is the meaning of jargon. It employs semantic concept in nature. Yule (1996: 1-2) says that semantics is the study of the relationships between linguistic forms and entities in the world. To some extent, it is hard for people to understand the meaning of jargon because it is frequently spoken in different ways in a certain field. Groups of people use their own language or jargon to show their identity. Malmkjær and Anderson (1995: 115) explain that jargon is used only in particular contexts such as trade and recruitment of labor. In the case of jargon used in the hotel field, it reveals a certain meaning that is only known by its community.

C. Limitation of the Problem

Considering the identification of the problems, the research focuses on the three points of discussion, i.e. forms, meanings, and functions of jargon found in Housekeeping Division at Cakra Kusuma Hotel. The data cover the terms found in guest supplies & amenities consumption report, business room check list, housekeeping report, cleaning supplies purchasing list, room attendant worksheet, public area attendant worksheet, equipment inventory, etc.

D. Formulations of the Problem

Based on the limitation, the problems of this research are formulated as follows.

1. What are the forms of jargon in Housekeeping Division at Cakra Kusuma Hotel?
2. What are the meaning of the jargon in Housekeeping Division at Cakra Kusuma Hotel?
3. What are the functions of jargon used in Housekeeping Division at Cakra Kusuma Hotel?

E. Objectives of the Research

Based on the formulation of the problem, the objectives of the research are follows:

1. to identify and describe the forms of jargon in Housekeeping Division at Cakra Kusuma Hotel;
2. to describe the meaning of jargon in Housekeeping Division at Cakra Kusuma Hotel; and
3. to identify and describe the functions of jargon in Housekeeping Division at Cakra Kusuma Hotel.

F. Significances of the Research

This research is expected to be able to give better understanding also open people's perception about language variation especially jargon.

Moreover, this can lessen the distance between people who utter it and those who do not know it.

1. Students of English Education Department

The research improves the competency of the students of English Education Department on linguistic knowledge especially language varieties which appear in each society in nature. This understanding is intended to prepare the students in learning ESP (English for Specific Purpose) since ESP deals with a specific area of work or interest in various fields of society.

2. English Education Department

The result of this study offers learning materials which can be used in teaching and learning process related to language variation in English Education Department. It is very important for the Department to maintain the research in linguistic field since it can give the input for the department as the supplementary materials in ESP course. The result of this study also offers lecturers who would like to teach in a hotel academy, as the references concerning with Housekeeping Division.

3. The Housekeeping Division

The result of this study provides a list of jargon together with the analysis in systematic way. It classifies the jargons in terms of, i.e. form, meaning, and function. Therefore, the result offers assistance for Indonesian Hotel employees who have English as a foreign language for recognizing and employing housekeeping jargon in English to make effective communication.

4. Other Researchers

Since this study focuses on three analyses, .i.e. form, meaning, and function of jargon, it is expected to give references and stimulate other researchers to conduct a related research study under sociolinguistics perspective either dealing with the same field or other fields.